



48th Annual

Art in the Redwoods

Call for Artists

2009 Outdoor Artist Booth Application
August 14th, 15th and 16th

Application Deadline: April 30th, 2009
www.GualalaArts.org

ABOUT AIR

Art in the Redwoods is a unique festival held in the small Northern California coastal town of Gualala, overlooking the Pacific at the junction of Mendocino and Sonoma Counties. The outdoor portion of the festival takes place on the grounds outside of the Gualala Arts Center, a non-profit arts organization focused on promoting public interest and participation in the arts. All proceeds benefit community art programs.

Live musical entertainment accompanied by a variety of outdoor food vendors has become a tradition at Art in the Redwoods. The fine art exhibit portion of the festival, featuring the work of regional artists, adorns the walls of the Arts Center. Drawing a crowd of over 3,000, the event continues to live up to its reputation as being one of our area's most treasured art community gatherings.

ARTIST BOOTHS

Booth spaces are 10' x 10' and are pre-assigned. No electrical power is available or allowed. Booths are located outside on Arts Center grounds. As we are nestled amongst the redwoods in a natural setting, the terrain can be uneven.

EXPENSES

Application Fee: \$10 non-refundable (separate check).

Booth Fee: \$150 payable by a separate check or money order, included with application. This check will be returned if the application is not accepted.

Commission: 10% of gross sales.

Cancellations: The deadline for receiving a full refund of booth fee, if cancelling, is July 1st. There will be no refunds after this date.

REGULATIONS

Only handmade, original artwork will be accepted. All artwork must be artist's own. No "buy-sell" work.

The artist must be present during festival hours.

Booth area must be kept clean. Please use recycling cans and dumpster (near food booths).

APPLICATION PROCESS

Submit completed entry form, four images of artwork, one image of artist's booth, \$10 application fee, and \$150 booth fee to:

Gualala Arts
AIR Booth
PO Box 244
Gualala, CA 95445

Application must be postmarked no later than April 30th.

Your application will not be accepted if all of the above items are not included. Remember to include a self-addressed, stamped envelope with correct postage if you would like your images returned.

THIS AND THAT...

This application is for the outdoor booths at Art in the Redwoods. Acceptance notices will be mailed May 25th.

IMPORTANT - artist booths will be open on Friday, August 14th, 4pm to 6pm for a preview. The festival will end at 4pm on Sunday.

If you have any questions or would like to obtain an entry form for the indoor fine art exhibit, please contact Gualala Arts at 707-884-1138.

Gualala's weather in August is typically a mixture of sun, fog and potential coastal drizzle with moderate temperatures (60 to 80 degrees.)

IMAGES

NEW THIS YEAR: Submission of slides is no longer mandatory. Instead, we are recommending that high-quality digital images be submitted on a CD.

Artist is to submit four images of artwork and one image of booth set up. Although prints or slides will be accepted, digital images are preferred, as mentioned above. Please submit digital images on a single CD, included with your completed application. Minimum image specifications are listed below.

If not accepted into the festival, images will be returned to the artist in the self-addressed, stamped envelope. Images of accepted artists will be held for comparison with the work displayed at the festival and returned during that weekend. Approximately 50 artists will be selected through the jury process... it is very important that high-quality images are submitted.

DIGITAL IMAGE SPECIFICATIONS:

- File Type - TIF or high-quality JPEG in the RGB color space.
- Size - must be a minimum of 900 pixels on the long side.
- Please use meaningful file names that correspond with image titles listed on application.
- Please mark your name on CD.

IMPORTANT 2009 DATES:

- | | |
|------------|--|
| April 30: | Application postmark deadline |
| May 25: | Acceptance notices mailed |
| July 1: | Deadline for booth fee refund |
| August 14: | Booth setup 10am to 4pm
Friday Preview 4pm to 6pm |
| August 15: | Booth setup 7am to 10am
Festival 10am to 5pm |
| August 16: | Festival 10am to 4pm |



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Call for Artists

Name _____

Business Name _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

E-Mail Address _____

Website URL _____

Resale Number _____

**Contact the California Board of Equalization to obtain a resale number.
A CA resale number is MANDATORY. Artist is responsible for paying CA sales tax.**

I have read the above and agree to those conditions as specified. I understand that if I choose to cancel my reservation after July 1, my \$150 booth fee will not be refunded. I also understand that refunds will not be made due to inclement weather. I release Gualala Arts of all liability for any damage, loss, or injury incurred before, during, or after festival hours. I affirm that all work displayed will be original and produced solely by myself, the applicant. I give my consent to Gualala Arts to release my name and to use images of my work for Art in the Redwoods promotional purposes.

Signature _____ Date _____

IMAGE SUBMISSION:

Image # 1: _____
Title/description _____ size _____ price _____

Image # 2: _____
Title/description _____ size _____ price _____

Image # 3: _____
Title/description _____ size _____ price _____

Image # 4: _____
Title/description _____ size _____ price _____

Booth image: _____

Describe medium and artistic process (limit to space below):

CHECKLIST

1) Complete entire application form
(BE SURE TO SIGN FORM)

Enclose with application form:

- 2) A separate \$10 application fee
- 3) \$150 booth fee (separate check)
- 4) Four images showing your work
- 5) One image of your booth display
- 6) Self-addressed, stamped envelope with sufficient postage for return of images

FOR OFFICE USE ONLY

Date rec'd _____

Application No. _____

App. Fee _____

Booth Fee _____

Images: Art _____ Booth _____

Notes: